



# Personal Branding and Thought Leadership

2025 NAREIM Talent Management Conference

# What is Personal Branding and Thought Leadership

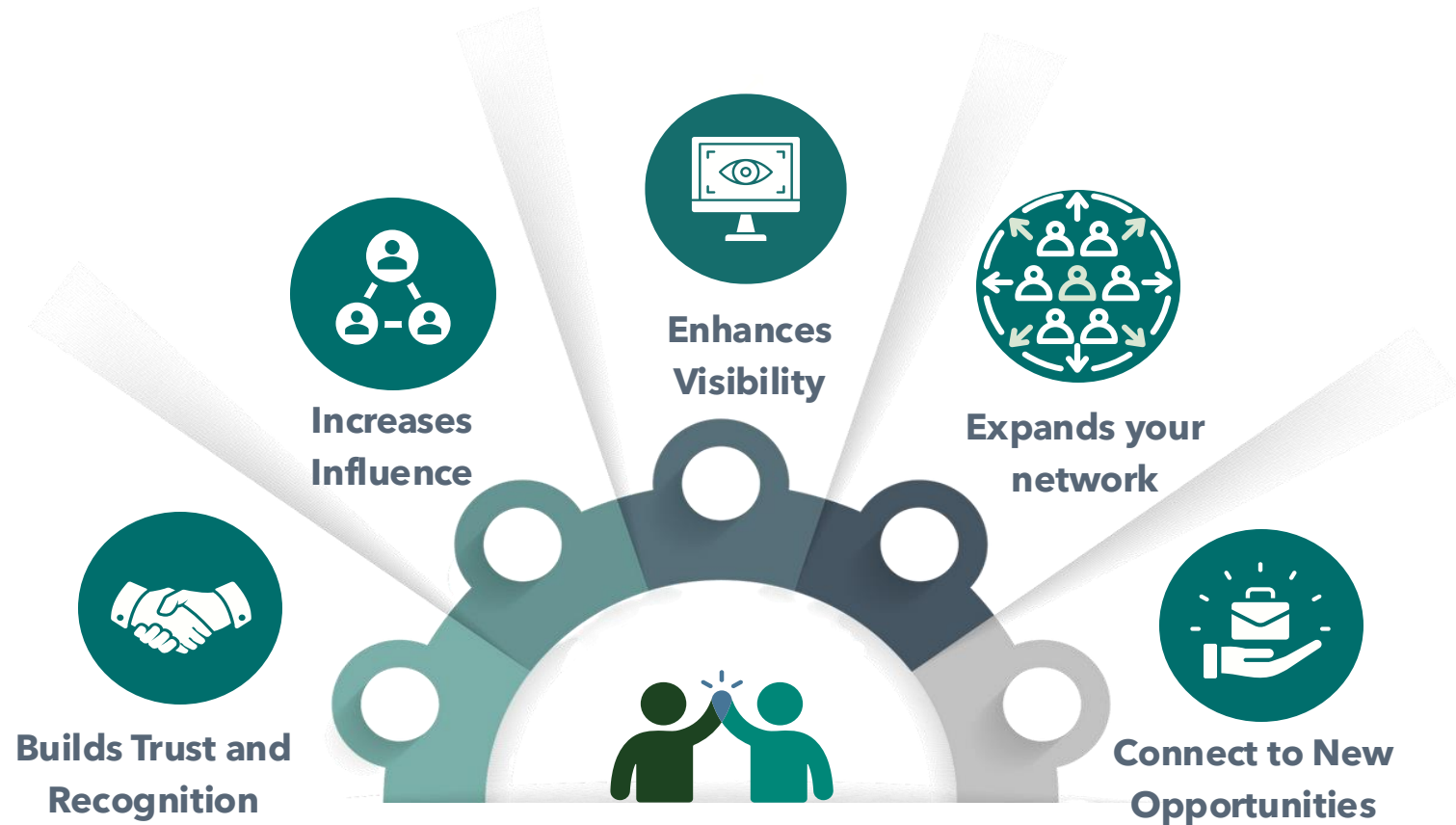
Your personal brand is the combination of **your skills**, the **values** you present, and the **impression** you leave on others.  
- HBR

Personal branding is an **intentional, strategic practice** in which you define and **express your own value proposition**.  
-HBR

Personal branding is the **strategic process** of shaping how others perceive you by highlighting your **unique strengths** and **presenting** a clear, differentiated narrative.

Thought Leadership takes personal branding one step further by sharing **ideas that inspire**, influence, spark conversations and **drive change**. It's about offering your unique point of view that adds value and creates credibility.

# Why is Personal Branding Important?



**Uncovers, Celebrates, and Presents The  
Unique Experiences and Perspectives  
You Bring To The World**

# Mirror Moment

## Question 1:

How do you think your colleagues or leaders describe you today? List down 3-5 words

💡 *Consider your strengths, style, or how you show up at work.*

## Question 2:

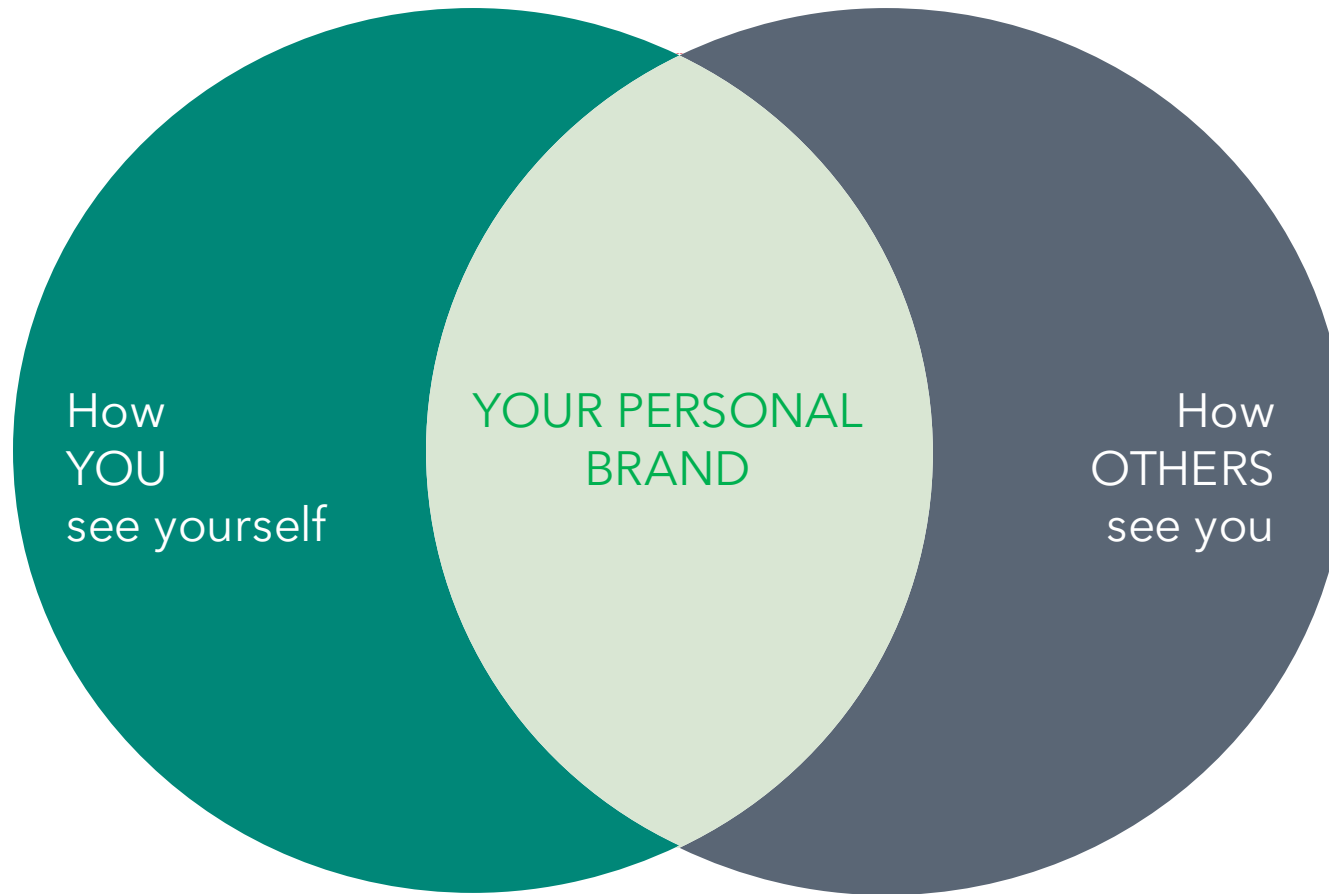
How would you like to be described? List down 3-5 words

💡 *What impact or perception do you want to create?*

(Peggy Klaus, *The Hard Truth About Soft Skills*)



# Your Personal Brand



*(Peggy Klaus, The Hard Truth About Soft Skills)*

# Crafting Your Desired Personal Brand

## STEP 1

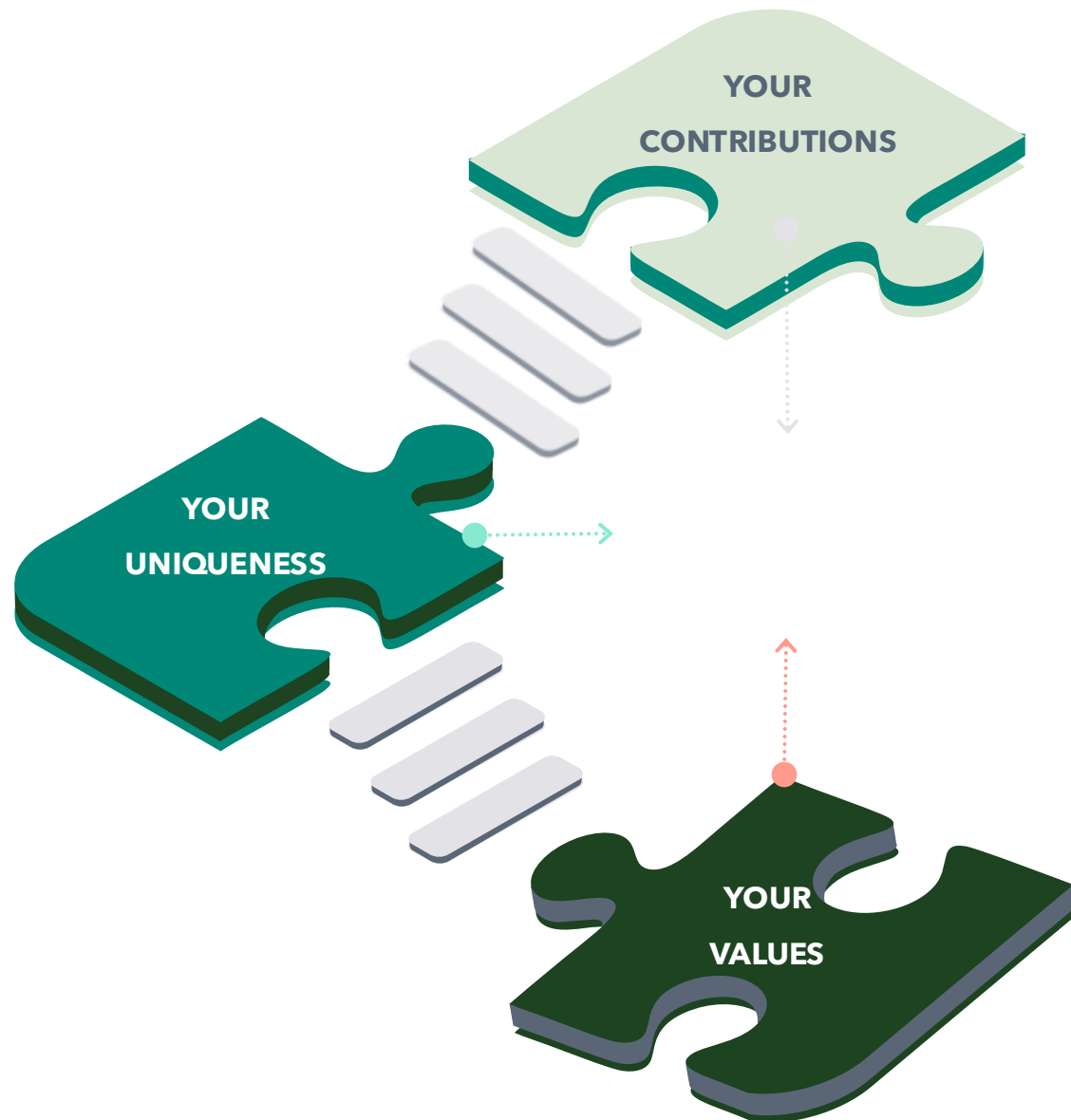


**Identify what is your  
current Personal Brand**

### Few questions to ask yourself:

-  How do I currently see myself?
-  How do others currently see me?
-  How do I show up at work, in the industry, on social media?

# Crafting Your Desired Personal Brand

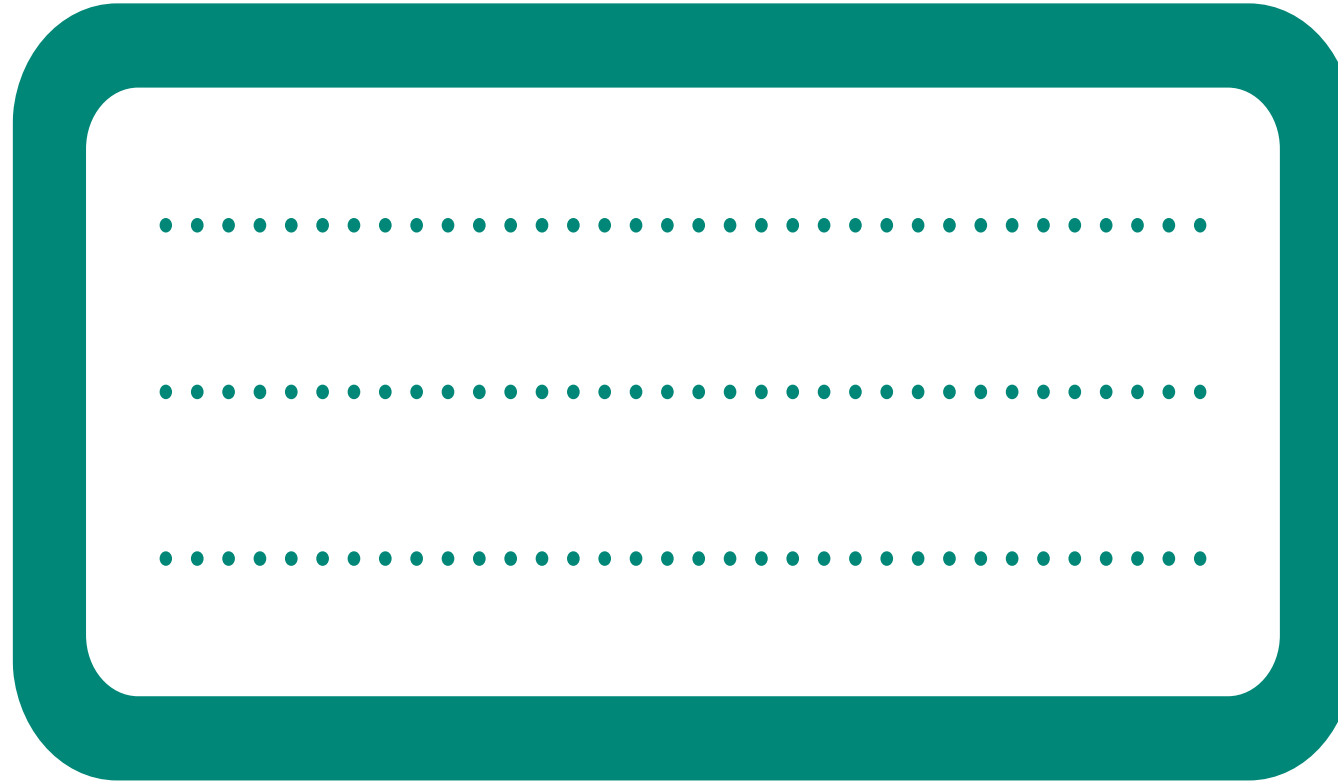


## STEP 2



**Define how you wish to  
be seen**

# Crafting Your Desired Personal Brand



A large teal rounded rectangle with a white interior. Inside the rectangle, there are three horizontal dotted lines, each consisting of 25 dots, spaced evenly apart for text input.



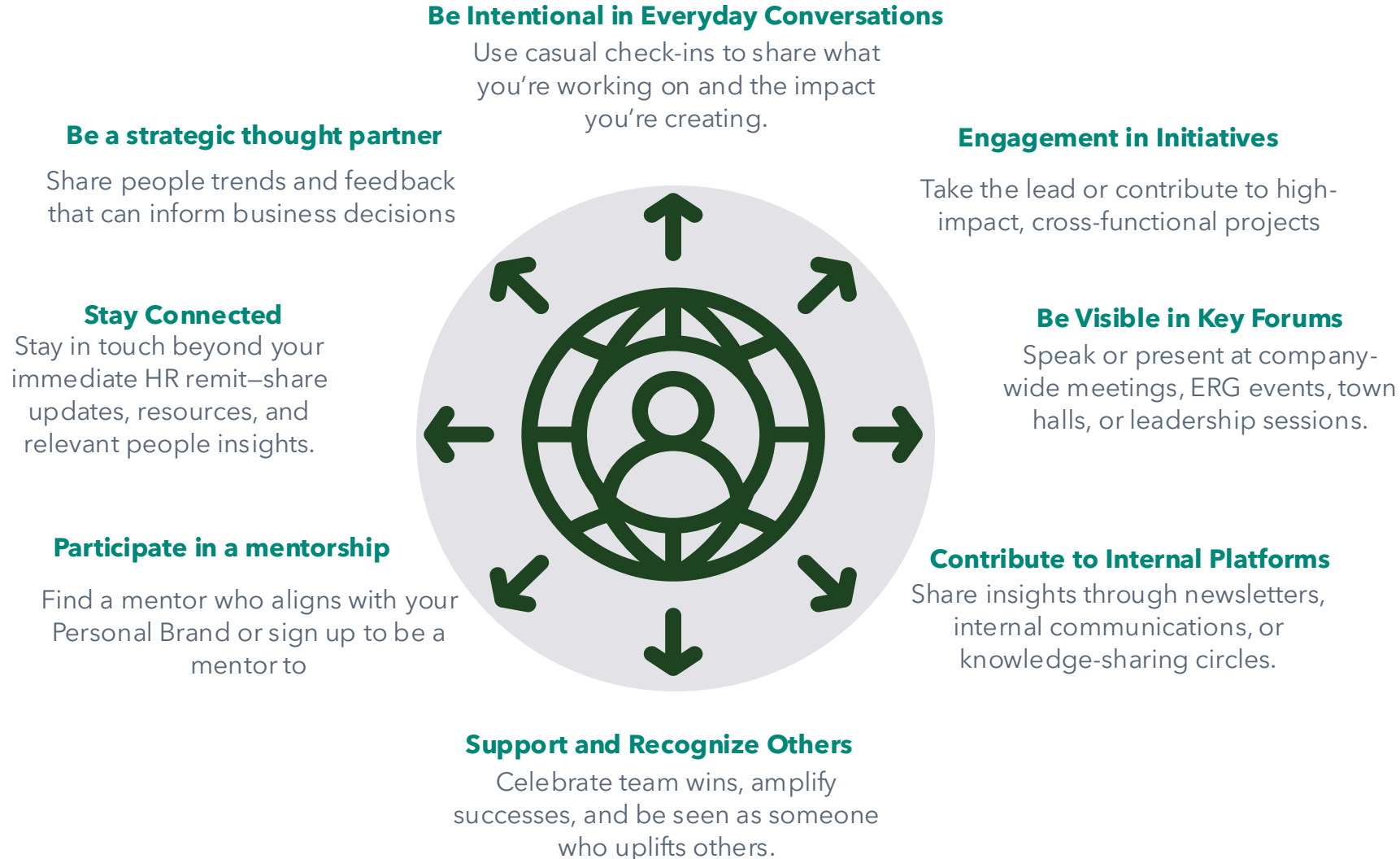
# Giving Your Brand A Voice – Getting Started



**Define your audience**



# Giving Your Brand A Voice: Internal Audience



# Giving Your Brand A Voice: External Audience

Industry  
Events



Digital Platforms



Podcasts



Professional  
Organizations and  
Associations

HR Publications

Community  
Involvement





# Spotlight Conversation

# Spotlight Conversation



**Nicole Stenclik**  
**President at Akrete**



**Jessica McBride**  
**Public Relations and Analyst Relations  
Manager at Payscale**



**Kathleen Jinkerson**  
**Vice President of HR and Total Rewards  
Solutions at The Talent Company**

# Summary

- ✓ Personal Brand uncovers, celebrates, and presents the unique perspectives and experiences you Bring to the world.
- ✓ Investing in your brand is an ongoing process, and it's important to always be on the lookout for things that may stand in your way – blank page, perfectionism, and perhaps more. Always remember, you don't have to do and be everything. Be intentional! Be authentic! Be consistent! Be You!
- ✓ Your brand isn't just digital, it's how you show up in the world. Don't forget to leverage internal and external channels to communicate your Personal Brand
- ✓ Own it, shape it, and make it work for you.



Self Reflection

# Self Reflection



- ✓ What insights from the conversation resonated most with you
- ✓ Revisit the 3-5 words you identified at the start of the session and the gaps between your current personal brand and what you would like it to be?
- ✓ Based on the insights from the spotlight conversation, our learnings so far, what actions you would like to take to bridge the gaps and or enhance your current Personal Brand





# Group Discussion

# Your Personal Brand in Practice




- ✓ Introduce yourself and share the 3-5 words that you would like to define your Personal brand
- ✓ As a group, discuss:
  1. what behaviors, habits, or practices elevate or amplify or reinforce your personal brand
  2. what actions or perceptions might undermine/contradict your personal brand



# Time to Implement

A step towards building your Digital Presence - A practical way to apply your learning—enhancing your visibility, expanding your network, and reinforcing your personal brand.



-  **Scan the QR code** to access a customizable LinkedIn post template. Use it to share your key takeaways, insights, or reflections from the conference.
-  **Post a photo** from the event, whether it's from a session, a panel, or a casual conversation.
-  **Tag session leaders, fellow attendees, or those who inspired you during the event.** It's a great way to extend the conversation and build your professional presence.

Q&A

**Curious?**

**Inspired?**

**Let's Talk!**

Please feel free to ask  
questions, share ideas, or  
spark new conversations